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Porsche Club

News 2/05



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**At Porsche, we're dedicated to evolution of our sports cars.
And your driving skills.**

**Porsche Driving Experience.
The Original.**



PORSCHE

Editorial

Dear Porsche Club members,



The range of Porsche models is about to be extended again. This time, we are launching a vehicle that perfectly bridges the gap between the 911 and the Boxster S.

The name of this sporty two-seater, based on the Boxster and anticipated with so much excitement by the Porsche Clubs, is now known: the Cayman S. It has taken a year and a half for this name to win the day against a variety of type designations that were considered. It was a drawn out process, but one that is definitely justified. The name had to meet a variety of requirements: for example, it had to evoke the emotion, exclusivity and association that are appropriate to the marque and the actual vehicle itself. It had to be capable of being pronounced easily throughout the world and, a particularly time-consuming element, it had to be verified in terms of international copyright laws.

A similar amount of work went into preparing the publicity campaign for the Cayman that was launched in February. I am sure you will already have noticed the photo published in numerous magazines, of the three caymans lying aggressively in wait in the water in the twilight. Originally a graphic design, this image had to be realised in a photographic studio using

actual caymans from a Karlsruhe zoo and a heated water basin. A special light was even required to make sure that the animals kept their eyes open.

The result was certainly convincing and made the associated advertisement a successful overture to the gradual launch of the Cayman S. The small South American crocodiles, which are known for their excellent reflexes and aggression fit perfectly into the overall emotional concept that portrays the Cayman S as agile, dynamic and capable of exercising explosive power. With its central engine, fast response to steering commands, dynamic performance and highly developed braking system, the Cayman will satisfy the demands of many Porsche Club members and deliver what the slogan for its launch promises: "Consistently Porsche".

Its extraordinary design and muscular shape mean that the Cayman S is a fascinating, independent model visually as well. And thanks to the sophisticated space concept, this mid-engined Coupé, which is unique in its class, is extremely suitable for everyday use. When you see the first photos of the vehicle in the coming days and receive the first information about its inner values, you will agree with us that this sports car has everything it needs to

be another highlight of the Porsche model range.

In the next Porsche Club News, you will find further details of this extraordinary Porsche. The best way to obtain the most up to date information is direct from the Porsche homepage on the Internet: www.porsche.com.

Simply click on the Cayman banner and you will be right there.

Your Porsche Club Co-ordination

Our Business:

To make it easier for us to produce the Porsche Club News, we would like to request that you submit your contributions by e-mail, attaching the texts as Word files. Please save your pictures in **Tiff format** for preference, or in JPEG format if necessary (minimum resolution **300 dpi** at an actual size of min. **13 cm** width, as RGB or CMYK). Please ensure that there is **no** "pixelization" and that you do not save pictures as indexed colours (web colour scale). Unfortunately we cannot process Word files or PowerPoint presentations with embedded pictures into a suitable quality for printing.

Your Editor

Internet:

The current Porsche Club News and archived issues starting from 1/99 can be downloaded from the Internet at: www.porsche.com.

New Telephone and Fax Numbers at Porsche AG

The 4-digit extension numbers in **Zuffenhausen** are now preceded by a **2**. (e.g. 7052 is now 27052).
The 4-digit extension numbers in **Weissach** are now preceded by an **8**. (e.g. 4002 is now 84002).
The 4-digit extension numbers in **Ludwigsburg** are now preceded by a **7**. (e.g. 8014 is now 78014)

Internal: New Telephone and Fax Numbers at the Club Co-ordination

Your Porsche Club Co-ordination team:

Jutta Aldenhoff, Manager
Anne Philipp
Volker Spannagel

Tel.: +49 (0)711 911-78014
Tel.: +49 (0)711 911-78397
Tel.: +49 (0)711 911-78307
Fax: +49 (0)711 911-78989

E-mail: Jutta.Aldenhoff@porsche.de
E-mail: Anne.Philipp@porsche.de
E-mail: Volker.Spannagel@porsche.de
Club E-mail: porsche.club@porsche.de

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Anne Philipp, Club Co-ordination

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Authors of articles
Porsche AG

Dr. Ing. h.c. F. Porsche
Aktiengesellschaft
Porschestr. 15-19
D-71634 Ludwigsburg
Germany
www.porsche.com

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